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PTO/SB/08A (10-98)

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Substitute for form 1449A/PTO

**Complete If Known**

<b>Application Number</b>	<b>09/362008</b>
<b>Filing Date</b>	<b>July 27, 1999</b>
<b>First Named Inventor</b>	<b>Merriman</b>
<b>Group Art Unit</b>	
<b>Examiner Name</b>	
<b>Attorney/Agent Name</b>	<b>44-EP</b>

## **INFORMATION DISCLOSURE STATEMENT BY APPLICANT**

*(use as many sheets as necessary)*

Sheet 1 of 2

ANSWER

**Examiner  
Signature**

DONALD L. CHAMPAGNE  
PRIMARY EXAMINER

Date \_\_\_\_\_

**\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.**

<sup>1</sup> Unique citation designation number. <sup>2</sup> See attached Kinds of U.S. Patent Documents. <sup>3</sup> Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). <sup>4</sup> For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. <sup>5</sup> Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. <sup>6</sup> Applicant is to place a check mark here if English language Translation is attached.

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PTO/SB/088 (10-96)

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## **INFORMATION DISCLOSURE STATEMENT BY APPLICANT**

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Sheet 2 of 2

Attorney Docket Number **1157**

**Complete If Known**

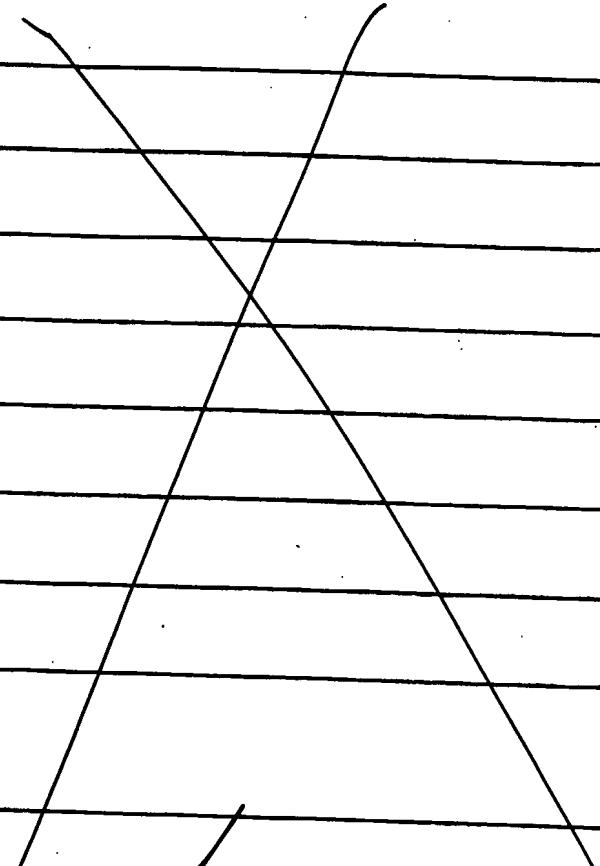
Application Number	09/362008
Filing Date	July 27, 1999
First Named Inventor	Merriman
Group Art Unit	
Examiner Name	
Attorney Docket Number	1157

**OTHER PRIOR ART - NON PATENT LITERATURE DOCUMENTS**

Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.

13

Kohda Y, et al., "Ubiquitous advertising on the WWW: Merging Advertising on the Browser", Computer Networks and ISDN Systems, vol. 28, No. 11, May 1996, pages 1493-1499

OTHER PRIOR ART - NON PATENT LITERATURE DOCUMENTS		
Examiner Initials	Cite No.	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.
		Kohda Y, et al., "Ubiquitous advertising on the WWW: Merging Advertising on the Browser", Computer Networks and ISDN Systems, vol. 28, No. 11, May 1996, pages 1493-1499
		
		

**Examiner  
Signature**

**DONALD L. CHAMPAGNE**

Date  
Considered

**PRIMARY EXAMINER** Considered  
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Substitute for form 1448A/PTO

## INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Sheet 1 of 18

### Complete If Known

Application Number	10/082,069
Filing Date	26 February 2002
First Named Inventor	MERRIMAN, Dwight A.
Group Art Unit	3622
Examiner Name	Champagne, Donald

Attorney Docket Number

11032-3040

### U.S. PATENT DOCUMENTS

Examiner Initials	Date No. <sup>1</sup>	U.S. Patent Document Number	Kind Code <sup>2</sup> (if known)	Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		4,602,279		FREEMAN	07-22-1986	
		4,703,423		BADO et al.	10-27-1987	
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DONALD L. CHAMPAGNE  
PRIMARY EXAMINER

Date Considered

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## INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Sheet:

2

of

18

Application Number	10/082,069
Filing Date	26 February 2002
First Named Inventor	MERRIMAN, Dwight A.
Group Art Unit	3622
Examiner Name	Champagne, Donald

Attorney Docket Number

11032-3040

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Sheet

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18

Complete If Known

Application Number	10/082,069
Filing Date	26 February 2002
First Named Inventor	MERRIMAN, Dwight A.
Group Art Unit	3622
Examiner Name	Champagne, Donald

Attorney Docket Number

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DONALD L. CHAMPAGNE

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8/22/2002

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Sheet

4

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Application Number	10/082,069
Filing Date	26 February 2002
First Named Inventor	MERRIMAN, Dwight A.
Group Art Unit	3622
Examiner Name	Champagne, Donald

Attorney Docket Number

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2002/0103698	CANTRELL	08-01-2002
2003/0023489	MCGUIRE et al.	01-30-2003

Examiner Signature

DONALD L. CHAMPAGNE  
PRIMARY EXAMINER

Date Considered  
DD/MM/YY

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Filing Date	26 February 2002
First Named Inventor	MERRIMAN, Dwight A.
Group Art Unit	3622
Examiner Name	Champagne, Donald

Attorney Docket Number

11032-3040

### FOREIGN PATENT DOCUMENTS

Examiner Initials*	Cite No. <sup>1</sup>	Foreign Patent Document			Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T <sub>0</sub>
		Office <sup>2</sup>	Number <sup>4</sup>	Kind Code <sup>5</sup> (if known)				
		DE	19528911	A1	GOLDSCHIEDER	02-12-1997		
		EP	0 216 535	A2,A3	MATERNA et al.	04-01-1987		
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Examiner Signature

DONALD L. CHAMPAGNE  
PRIMARY EXAMINER

Date Considered

DNL200

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<sup>1</sup> Unique citation designation number. <sup>2</sup> See attached Kinds of U.S. Patent Documents. <sup>3</sup> Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). <sup>4</sup> For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. <sup>5</sup> Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. <sup>6</sup> Applicant is to place a check mark here if English language Translation is attached.

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## INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Sheet

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of

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Application Number	10/082,069
Filing Date	26 February 2002
First Named Inventor	MERRIMAN, Dwight A.
Group Art Unit	3622
Examiner Name	Champagne, Donald

Attorney Docket Number

11032-3040

	WO	96/38796	A1	MOHR	12-05-1996		
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	WO	97/21183	A1	NAQVI et al.	06-12-1997		
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	WO	98/57285	A1	MESSER et al.	12-17-1998		
	WO	01/65147	A1	ELDERING et al.	09-07-2001		

Examiner  
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DONALD L. CHAMPAGNE

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DW 2/11/02

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First Named Inventor	MERRIMAN, Dwight A.
Group Art Unit	3622
Examiner Name	Champagne, Donald
Attorney Docket Number	11032-3040

### OTHER PRIOR ART – NON PATENT LITERATURE DOCUMENTS

Examiner Initials *	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T <sup>2</sup>
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		Bounty Quest home page article titled "DoubleClick Bounty Paid Ad Pioneer Turned Online Porn Mogul Wins \$10,000: (<http://www.bountyquest.com/>; printed on 3/9/01)	
		Bounty Quest Web page displaying article titled "Bounty Collected Double Click Banner Ad Patent; (<http://www.bountyquest.com/bounties/displayBounty.php?bountyName=1019; printed on 3/9/01)	
		Bounty Quest Web page displaying article titled "Digital Porn Mogul Wins Silver Bullet Award; (<http://www.bountyquest.com/winner-bschuster.htm; printed on 3/9/01)	
		Bounty Quest Web page displaying article titled "DoubleClick Prior Art; (<http://www.bountyquest.com/patentinfo/doubleclickart.htm; printed on 3/9/01)	
		Business Plan posted on Bounty Quest Website titled "Summary of Proposed Business Activities for the World Wide Internet Network (WWIN); (<http://www.bountyquest.com/images/doubleclickPage9.gif; printed on 3/9/01)	
		Sales Literature posted on Bounty Quest Website titled "What You Get with WWIN; (<http://bountyquest.com/images/doubleclickGetGif; printed on 3/9/01)	
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First Named Inventor	MERRIMAN, Dwight A.
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Attorney Docket Number	11032-3040

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		CNET Press Release titled "CNET Online Signs Up More Than a Quarter of a Million Members Through Voluntary Registration after Only Five Months"; ( <a href="http://home.cnet.com/aboutcnet/0-13613-7-808021.html">http://home.cnet.com/aboutcnet/0-13613-7-808021.html</a> ; printed on 11/26/99)	
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		Webster's Third New International Dictionary of the English Language Unabridged, 1967, page 2171 "some"	

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Application Number	10/082,069
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First Named Inventor	MERRIMAN, Dwight A.
Group Art Unit	3622
Examiner Name	Champagne, Donald
Attorney Docket Number	11032-3040

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Sheet

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Application Number	10/082,069
Filing Date	26 February 2002
First Named Inventor	MERRIMAN, Dwight A.
Group Art Unit	3622
Examiner Name	Champagne, Donald
Attorney Docket Number	11032-3040

### OTHER PRIOR ART -- NON PATENT LITERATURE DOCUMENTS

Examiner Initials *	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T <sup>2</sup>
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		"INTERNET ACCESS: MAJOR COMPANIES..."; Edge: Work-Group Computing Report; February 12, 1996; SD005597-SD005598	
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Application Number	10/082,069
Filing Date	26 February 2002
First Named Inventor	MERRIMAN, Dwight A.
Group Art Unit	3622
Examiner Name	Champagne, Donald
Attorney Docket Number	11032-3040

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	"Major Companies, Ad Agencies..."; Business Wire; February 5, 1996; SD005624-SD005625	
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	Interactive Age; The Newspaper for Electronic Commerce; Z00015-Z00019 / SD027086-SD027090	
	Link Marketing, LLP; Z00020-Z00021 / SD027091-SD027092	
	Link Marketing; Z00022-Z00027 / SD027093-SD027098	
	LinkMarket; David Zinman et al.; Z00028-Z00030 / SD027099-SD027101	

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Filing Date	26 February 2002
First Named Inventor	MERRIMAN, Dwight A.
Group Art Unit	3622
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	LinkMarket; David Zinman et al.; Z00031-Z00032 / SD027102-SD027103	
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	RE> Saturn Ad Placements; September 29, 1995; Adam@utne.co; Z00087 / SD027158	
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	Re: Test Parameters (fwd); October 23, 1995; Jason Strober; Z00091-Z00092 / SD027162-SD027163	
	Re: Rest Parameters; October 23, 1995; Jason Strober; Z00093-Z00094 / SD027164-SD027165	

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	<p>Proposal (fwd); October 23, 1995; Jason Strober; Z00095-Z00096 / SD027166-SD027167</p>	
	<p>Advertising advisory board; October 25, 1995; David Zinman; Z00097-Z00099 / SD027168-SD027170</p>	
	<p>Contact at Netcom; October 26, 1995; David Zinman; Z00100 / SD027171</p>	
	<p>CMP Technical Contact; October 30, 1995; Jason Strober; Z00104 / SD027172</p>	
	<p>from ad age today...; October 30, 1995; Karen Johnson; Z00105-Z00106 / SD027173-SD027174</p>	
	<p>We need to get on this; October 31, 1995; David Zinman; Z00107 / SD027175</p>	
	<p>Web site pricing draft; November 7, 1995; Jason Strober; Z00108 / SD027176</p>	
	<p>Heads up...(fwd); November 8, 1995; David Zinman; Z00109-Z00110 / SD027177-SD027178</p>	
	<p>Proposal to Intel; November 13, 1995; Jason Strober; Z00111-Z00114 / SD027179-SD027182</p>	
	<p>FocaLink white paper; November 13, 1995; Jason Strober; Z00115-Z00116 / SD027183-SD027184</p>	
	<p>FocaLink Media Services; November 14, 1995; David Zinman; Z00117-Z00119 / SD027185-SD027187</p>	
	<p>I/Traffic &amp; Dave Carlick; November 14, 1995; David Zinman; Z00120 / SD027188</p>	
	<p>FocaLink white paper; November 15, 1995; David Zinman; Z00121-Z00123 / SD027189-SD027191</p>	
	<p>Re: FocaLink Meeting (fwd); Nov. 20, 1995; Karen Johnson; Z00124-Z00125 / SD027192-SD027193</p>	
	<p>Microsoft ads through FocaLink; November 21, 1995; Jason Strober; Z00126 / SD027194</p>	
	<p>Re: Who's in and who's out (fwd); Nov. 21, 1995; Jason Strober; Z00127-Z00128 / SD027195-SD027196</p>	
	<p>Intel update (fwd); Nov. 23, 1995; Jason Strober; Z00129-Z00130 / SD027197-SD027198</p>	

Examiner Signature	Date Considered
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## INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Sheet

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### Complete If Known

Application Number	10/082,069
Filing Date	26 February 2002
First Named Inventor	MERRIMAN, Dwight A.
Group Art Unit	3622
Examiner Name	Champagne, Donald

Attorney Docket Number

11032-3040

Saturn reports; Dec. 5, 1995; Jennifer Ratner; Z00134-Z00140 / SD027199-SD027205
November Report; Dec. 5, 1995; Jennifer Ratner; Z00141-Z00146 / SD027206-SD027211
FocaLink Media Services; Dec. 6, 1995; David Zinman; Z00147 / SD027212
FocaLink Media Services; Dec. 6, 1995; David Zinman; Z00148 / SD027213
FocaLink Media Services; December 6, 1995; David Zinman; Z00149 / SD027214
FocaLink for the Layman; December 6, 1995; David Zinman; Z00150 / SD027215
Microtargeting; December 7, 1995; David Zinman; Z00151 / SD027216
Info on FocaLink Media Services; December 11, 1995; David Zinman; Z00152-Z00154 / SD027217-SD027219
FocaLink Media Services; December 11, 1995; David Zinman; Z00155-Z00156 / SD027220-SD027221
Catch-up time; December 11, 1995; David Zinman; Z00157 / SD027222
Info on FocaLink; December 13, 1995; David Zinman; Z00158-Z00160 / SD027223-SD027225
Intel Ad on Dilbert Site; December 13, 1995; David Zinman; Z00161 / SD027226
Re: Intel Ad on Dilbert Site; December 13, 1995; David Zinman; Z00162 / SD027227
FocaLink Beta Test on SmartBanner; Dec. 14, 1995; David Zinman; Z00163 / SD027228
I/Pro Mtg Today; December 19, 1995; David Zinman; Z00164 / SD027229
Eric Smith Quote (fwd); January 10, 1996; David Zinman; Z00165 / SD027230
FocaLink Communications, Inc.; January 10, 1996; David Zinman; Z00166 / SD027231

Examiner Signature		Date Considered
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## INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Sheet

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Complete If Known	
Application Number	10/082,069
Filing Date	26 February 2002
First Named Inventor	MERRIMAN, Dwight A.
Group Art Unit	3622
Examiner Name	Champagne, Donald
Attorney Docket Number	11032-3040

	Re: Advertisers for wyp.net; January 12, 1996; David Zinman; Z00167 / SD027232	
	Quote for Press Release; January 15, 1996; David Zinman; Z00168 / SD027233	
	Re: Quote for Press Release; January 16, 1996; "thomas mark"; Z00169 / SD027234	
	Re: Quote for Press Release (fwd); January 16, 1996; David Zinman; Z00170-Z00171 / SD027235-SD027236	
	RE> **Ad Placement Notific; January 19, 1996; Dan_Stoller@anlsf.com; Z00172-Z00173 / SD027237-SD027238	
	Invitation; January 25, 1996; wilkins@eit.com; Z00174 / SD027239	
	Focalink; January 25, 1996; David Zinman; Z00175 / SD027240	
	SmartBanner Reports; January 25, 1996; David Zinman; Z00176 / SD027241	
	RE: Focalink; January 26, 1996; Rick Vorhaus; Z00177 / SD027242	
	Comments; January 29, 1996; David Zinman; Z00178-Z00182 / SD027243-SD027247	
	Poppe Tyson/Internet Advertising Network Alliance; February 26, 1996; Ron Kovas; Z00183 / SD27248	
	fyi; February 5, 1996; "Roger Follis"; Z00184-Z00185 / SD027249-SD027250	
	Focalink Communications; February 5, 1996; David Zinman; Z00186-Z00188 / SD027251-SD027253	
	Microsoft Update; February 5, 1996; Margaret Bond; Z00189 / SD027254	
	Focalink Communications; February 6, 1996; David Zinman; Z00190-Z00192 / SD027255-SD027257	
	Focalink Communications; February 6, 1996; David Zinman; Z00193-Z00195 / SD027258-SD027260	
	Focalink Communications; February 6, 1996; David Zinman; Z00196-Z00198 / SD027261-SD027263	

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Sheet

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### Complete If Known

Application Number	10/082,069
Filing Date	26 February 2002
First Named Inventor	MERRIMAN, Dwight A.
Group Art Unit	3622
Examiner Name	Champagne, Donald
Attorney Docket Number	11032-3040

		[Fwd: Re: DoubleClick and IAN]; February 6, 1996; Jason Strober; Z00189 / SD027264
		Focalink Communications; February 6, 1996; David Zinman; Z00200-Z00202 / SD027265-SD027267
		Test With Focalink; February 7, 1996; David Zinman; Z00203 / SD027268
		Urgent – Microsoft Ad Placement; February 7, 1996; David Zinman; Z00204 / SD027269
		Test for Microsoft Banner; February 8, 1996; Joel Bassuk; Z00205 / SD027270
		ZDNet Test; Margaret Bond; February 8, 1996; Z00206 / SD027271
		URLs; February 8, 1996; Dan Stoller; Z00207-Z00208 / SD027272-SD027273
		HeadsUp 02-09-96 (20 stories)<CD98M010>; February 9, 1996; An Information Service of Individual Inc.; Z00209-Z00212 / SD027274-SD027277
		Focalink Communications; February 13, 1996; David Zinman; Z00213 / SD027278
		Targeting; February 13, 1996; Michael Wang; Z00214 / SD027279
		Re: Cookies!; February 15, 1996; David Zinman; Z00215 / SD027280
		Focalink; February 22, 1996; Jason Strober; Z00216 / SD027281
		Focalink/Microsoft I.E.; February 23, 1996; Margee Bond; Z00217-Z00218 / SD027282-SD027283
		Cookies; March 6, 1996; David Zinman; Z00219 / SD027284
		Did I send this 2x; April 3, 1996; Z00220-Z00222 / SD027285-SD027287
		Answer to your request; April 8, 1996; Z00223 / SD027288
		Site Letter; April 10, 1996; Z00224-Z00225 / SD027289-SD027290

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### Complete If Known

Application Number	10/082,069
Filing Date	26 February 2002
First Named Inventor	MERRIMAN, Dwight A.
Group Art Unit	3622
Examiner Name	Champagne, Donald
Attorney Docket Number	11032-3040

	Oracle and Intel; April 12, 1996; Z00226 / SD027291	
	DoubleClick; April 16, 1996; Z00227 / SD027292	
	Open Market Licenses With NetGravity; May 6, 1996; Z00228 / SD027293	
	Fact check; May 12, 1996; Z00229 / SD027294	
	IDG; May 17, 1996; Z00230-Z00231 / SD027295-SD027296	
	Daily Spectrum; May 20, 1996; Z00232-Z00242 / SD027297-SD027307	
	Fact check; May 20, 1996; Z00243 / SD027308	
	Cookie FAQ; May 21, 1996; Z00244 / SD027309	
	Focalink Communications; May 21, 1996; Z00245-Z00246 / SD027310-SD027311	
	Network World Fusion; May 22, 1996; Z00247 / SD027312	
	Looming issue; July 13, 1996; Z00248-Z00249 / SD027313-SD027314	
	Cookies & privacy ? / German Press; July 15, 1996; Z00250 / SD027315	
	Cookies & privacy ? / German Press; July 16, 1996; Z00251 / SD027316	
	DoubleClick; September 5, 1996; Z00252-Z00253 / SD027317-SD027318	
	Infoseek Business Terms; September 7, 1996; Z00254-Z00256 / SD027319-SD027321	
	SmartBanner ads on HotWired; September 11, 1996; Z00257 / SD027322	
	Statement of Work; September 23, 1996; Z00258-Z00259 / SD027323-SD027324	

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First Named Inventor	MERRIMAN, Dwight A.
Group Art Unit	3622
Examiner Name	Champagne, Donald

Attorney Docket Number

11032-3040

		NetGravity Releases Adserver 2.0; October 21, 1996; Z00260-Z00263 / SD027325-SD027328	
		"FOCALINK"; DC004278A	
		"FocalLink Services"; FocalLink Media Services, Inc.; DC004278B-DC004278C	
		"Welcome to Focalink!"; FOCALINK COMMUNICATIONS; DC004278D-DC004278CC	
		"Welcome to Focalink!"; FOCALINK COMMUNICATIONS; DC004278DD-DC004278XX	
		"Link Marketing"; handwritten page; MA0001	
		"Link Marketing"; LinkMarket; MA0002-MA0007	
		"LinkMarket"; David Zinman et al.; MA0008-MA0027	
		"Link Marketing, LLP"; MA0028-MA0029	
		"Link Marketing LLP"; MA0030-MA0038	
		"Escapes"; Web page; MA0039-MA0040	
		"Industry Overview"; FocalLink Media Services, Inc.; MA0041-MA0053	
		"Executive Summary"; Focalink Communications Confidential"; printed 7/30/97; MA0054-MA0109	
		"FOCALINK COMMUNICATIONS"; February 1996; MA0110-MA0149	

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